



Suggested year level

Years 7 and 8 or Years 9 and 10

Prepare yourself (teacher)

View the clip *Pretty Shady* and familiarise yourself with the ideas presented.

Class resources

- Computer, data projector and screen to show the *Pretty Shady* clip.
- One copy per student of the 'Call to action' activity sheet included below.
- Poster paper.
- Coloured textas/pencils.

Estimated time required

2 periods



The activity

View the video clip *Pretty Shady* and complete the following questions.



1 Who do you think the *Pretty Shady* campaign is targeted towards?

1 Mark

2 What features can you identify in the campaign that suggests your response above is correct? List 4.

4 Marks

3 Use your research skills to find out what is meant by a “call to action” in health promotion?

2 Marks

4 What is the “call to action” in *Pretty Shady*?

1 Mark

5 In your opinion, how powerful is the call to action and what would be some other possible calls to action

2 Marks

6 Calls to action should be:

- Short and sharp
- Clear and direction orientated – what do I need to do once I have finished viewing this?
- Use urgent or emotive language.
- Stand out from the rest of the information presented.

Look at the list of sun protection measures below and create a catchy call to action for each one:

Sun protection measure	Catchy call to action
Sunscreen	
Shade	
Sun protective clothing	
Sunglasses	
Broad brimmed hats	

5 Marks

7 Why is your generation better placed to stop skin cancer one summer at a time, as opposed to the generations before you?

2 Marks

8 Why is your generation being targeted specifically?

2 Marks

9 What are 10 things your generation could do to stop skin cancer?

10 Marks

10 Each celebrity in the *Pretty Shady* campaign is linked to a different form of sun protection measure – why did the creators of the campaign feel that all 5 sun protection measures were important to promote?

2 Marks

11 The campaign is designed to align with a positive connotation of summer – what elements of the campaign address this?

2 Marks

12 What does an iconic summer mean to you? Describe your perfect summer.

2 Marks

Total _____ /35



Extend yourself

The organisation has approached you to update their existing *Pretty Shady* logo and icons. They would like you to present them with 3 very different styles from which to make their selection.

Each of your three designs must meet the following requirements:

- Represent an iconic summer.
- Address all 5 sun protection measures – clothing, sunscreen, broad brimmed hats, shade and sunglasses.
- Appeal to young Australians aged 13–24 years.
- Include a call to action.

For each design, include an explanation/justification behind your design including how your design met the brief, reasons for your choice of colours, fonts, style etc.

PRETTYSHADY.COM



 **Teacher assessment advice**

	Excellent	Very good	Good	Average	Poor
Three different designs provided.					
Designs represent iconic image of summer.					
Designs address all 5 sun protection measures.					
Look and feel of the designs are suitable for the youth audience of 13-24 year olds.					
Designs include a clear call to action.					
Designs include an explanation/ justification explaining how they met the brief, reasons for the choice of colours, fonts, style etc.					

Teacher comments

Student self-reflection
